

# Driving growth in a changing privacy environment



## Key actions to drive privacy and performance

Now more than ever, people are increasingly worried about sharing their personal information and they want to feel safe online knowing that their personal data is secure and private, being confident that their data is not abused, and having the ability to control their data. In response, policy makers are creating new regulations and technology platforms are fundamentally changing the ways user data is collected, shared and measured, providing users with greater transparency and control over their privacy.

To meet and exceed rising privacy expectations, we at Google are approaching our products, programs, and partnerships with a long-term privacy lens designed to adapt to a changing, complex environment. This way, we deliver the performance effectiveness that marketers expect of digital advertising while helping to protect consumer privacy. **We call this privacy-safe growth.**

We recognize it's going to take time for the entire industry to shift towards new privacy-preserving technologies. But we're committed to working closely with you and the industry to put the **building blocks** in place for privacy-safe growth. **Together, we can take action now.**

Taking steps to be privacy ready can seem daunting, but **the following solutions from Google can help you get started:**

 BUILD	 MEASURE	 ACTIVATE
<a href="#">Google Cloud Platform</a>	<a href="#">Global Site Tag</a>	<a href="#">Customer Match</a> on O&O
<a href="#">Google Analytics 4 &amp; GA4F SDK</a>	<a href="#">Google Tag Manager</a>	<a href="#">Google Analytics 4 &amp; GA4F SDK</a>
<a href="#">On-Device Measurement for iOS</a>	<a href="#">Server-Side Tagging</a>	<a href="#">Targeting Expansion</a> (DV3)
<i>Other:</i> <a href="#">Uploading Offline Conversions</a> in Search Ads 360	<a href="#">Google Analytics 4 &amp; GA4F SDK</a>	<a href="#">Optimized Targeting</a> (GDA)
<a href="#">Data Import in Analytics</a>	<a href="#">Enhanced Conversions</a>	<a href="#">Google Audiences</a>
	<a href="#">Consent Mode</a> (EEA/UK only)	<a href="#">Responsive Display Ads</a>
	<a href="#">Conversion Modeling</a>	<a href="#">Smart Bidding</a>
	<i>Other:</i> <a href="#">Data Driven Attribution</a>	<a href="#">Similar Audiences</a>
		<i>Other:</i> <a href="#">App campaigns</a>